AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1-4 (canceled).

5. (previously presented): A control method for controlling data transmission and reception of a terminal that is embedded with a Bluetooth function for mutual wireless data transmission and reception with a server, comprising the steps of:

i) receiving an item selecting program from the server by a Bluetooth embedded terminal, the item selecting program providing an item selecting menu through which a user can select at least one item in a database, the database storing data of a plurality of classified items;

ii) displaying the item selecting menu by executing the item selecting program;

iii) transmitting to the server data from the Bluetooth embedded terminal about a user's selection that is made through the item selecting program;

iv) receiving from the server data corresponding to the item selected by the user; and

v) displaying the data corresponding to the item selected by the user.

6. (previously presented): The control method of claim 5, further comprising, before the step i), a step of wirelessly connecting the server and the terminal for the mutual wireless data transmission and reception between the server and the terminal.

7. (previously presented):   The control method of claim 5, wherein the data stored in the database is voice data.

8-9 (canceled).

10. (previously presented): A Bluetooth server, comprising:

an embedded Bluetooth function, including a Bluetooth data transception processing portion for wirelessly transmitting data to a terminal and receiving data from [[the]] a terminal;

a database for storing the data to be transmitted to the terminal, the data being classified into a plurality of items;

a program transmitting portion for transmitting to the terminal through the Bluetooth data transception processing portion an item selecting program through which the user selects at least one item among the plurality of items; and

a data transmitting portion for transmitting data of the database corresponding to the item selected by the user to the terminal through the Bluetooth data processing portion, when receiving from the terminal the item selected by the user through the item selecting program.

11. (previously presented): A Bluetooth terminal, comprising:

an embedded Bluetooth function, including a Bluetooth data transception processing portion for wirelessly transmitting a data to a server and receiving a data from the server;

a program executing portion for receiving an item selecting program from the server through the Bluetooth data transception processing portion and executing the item selecting program, through which the user selects an item among a plurality of items;

a command transmitting portion for transmitting to the server data corresponding to the item selected by the user through the item selecting program; and

display means for displaying to the user the data received from the server, the data corresponding to the item selected by the user through the Bluetooth data transception processing portion.